

DAFTAR PUSTAKA

- Abidin, C. (2016). Visibility labour: Engaging with Influencers' fashion brands and #OOTD advertorial campaigns on Instagram. *Media International Australia*, 161(1), 86–100. <https://doi.org/10.1177/1329878X16665177>
- Alo, Liliweri. 2011. Komunikasi : Serba Ada Serba Makna. Jakarta : Kencana
- Asriyanti, N. M., Muhaemin, E., & Dulwahab, E. (2022). Gaya Komunikasi Talkshow Najwa Shihab pada Tayangan YouTube Monopoli Elit. *Annaba: Jurnal Ilmu Jurnalistik*, 7(4).
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 132, 186–195. <https://doi.org/10.1016/j.jbusres.2021.03.067>
- Brien, H. L. O., Davoudi, N., & Nelson, M. (2025). Library and Information Science Research TikTok as information space : A scoping review of information behavior on TikTok. *Library and Information Science Research*, 47(4), 101379. <https://doi.org/10.1016/j.lisr.2025.101379>
- Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th ed). In *SAGE Publications*.
- Cunningham, S., & Craig, D. (2016). Online entertainment: A new wave of media globalization? *International Journal of Communication*, 10, 5409–5425.
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: a uses and gratifications perspective. *Journal of Strategic Marketing*, 24(3–4), 261–277. <https://doi.org/10.1080/0965254X.2015.1095222>
- Faltesek, D., Graalum, E., Breving, B., Knudsen, E. L., Lucas, J., Young, S., & Varas Zambrano, F. E. (2023). TikTok as Television. *Social Media and Society*, 9(3). <https://doi.org/10.1177/20563051231194576>
- Febriana, P., & Nabila, S. (2025). Analisis Gaya Berkomunikasi Online Influencer Vania Winola Melalui Akun Tiktok @Vania. *JKOMDIS: Jurnal Ilmu Komunikasi Dan Media Sosial*, 5(1), 92–106. <https://doi.org/10.47233/jkomdis.v5i1.2273>

- Goffman, E. (1959). *The presentation of self in everyday life*. Doubleday.
- Hayati, K., & Khoirunnisa, T. (2024). Strategi Endorsement Pada Bisnis Online Fivefourite.Wear Di Media Sosial Instagram Dalam Meningkatkan Penjualan Produk Fashion Pakaian. *Avant Garde*, 12(2), 276–296. <https://doi.org/10.36080/ag.v12i2.3282>
- Hayati, K., & Saraswati, D. P. (2023). Analisis Strategi Komunikasi Pengguna Media Sosial Instagram Non-Celebrity dalam Membentuk Personal Branding. *Avant Garde*, 11(2), 260. <https://doi.org/10.36080/ag.v11i2.2557>
- Hollenbaugh, E. E. (2021). Self-Presentation in Social Media: Review and Research Opportunities. *Review of Communication Research*, 9, 80–98. <https://doi.org/10.12840/ISSN.2255-4165.027>
- Horton, D., & Wohl, R. R. (1956). Mass communication and para-social interaction: Observations on intimacy at a distance. *Psychiatry*, 19(3), 215–229. <https://doi.org/10.1080/00332747.1956.11023049>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Khanifah, U. J., & Nisa, P. K. (2024). Gaya Komunikasi Kevin Nguyen Dalam Menyampaikan Isu Politik Di Media Tiktok. In *AL MUNIR : Jurnal Komunikasi dan Penyiaran Islam* (Vol. 14, Issue 1). <https://doi.org/10.15548/amj-kpi.v14i1.7017>
- Lu, Y. (2025). *Personal Branding Practice of Rural Influencers on TikTok (Douyin) in China*.
- Marwick, A. E. (2015). You may know me from YouTube. *A Companion to Celebrity*, 333–349.
- NewsroomTikTok. (2020). *How TikTok recommends videos #ForYou*. [Www.Newsroom.Tiktok.Com. https://newsroom.tiktok.com/how-tiktok-recommends-videos-for-you?lang=en](https://newsroom.tiktok.com/how-tiktok-recommends-videos-for-you?lang=en)
- Nilammadi, W. O. M., Atin, T., Leksono, B. B., Sari, A. W., SyafiqatulBestariyah, A., & Safitri, D. N. (2021). Hubungan Celebrity Endorsement Terhadap Keputusan Pembelian Pada Shopee Dan Tokopedia. *Jurnal Bisnis Dan Kajian Strategi Manajemen*, 5, 1–13.

- Norton, R. (1983). *Communicator Style*.
- Ojomo, O., & Sodeinde, O. A. (2021). Social Media Skits: Reshaping the Entertainment Experience of Broadcast Audience. *SAGE Open*, 11(3). <https://doi.org/10.1177/21582440211032176>
- Putri, N. C., & Kusmareza Adim, A. (2023). Strategi Pembuatan Konten Kreatif oleh Influencer dalam Melakukan Endorsement melalui Instagram. *Journal of Communication, Business and Social Science (JCOBS)*, 1(1), 30–37. <https://doi.org/10.25124/v1i1.6606>
- Rachmawan, I. A. (2026). *Gaya komunikasi presenter: Analisis isi pada YouTube Vincent dan Desta episode "Ketemu Iqbaal, Berat... Kamu Ga Akan Kuat, Biar Vindes Aja!"*
- Rowley, J. (2008). Understanding digital content marketing. *Journal of Marketing Management*, 24(5–6), 517–540. <https://doi.org/10.1362/026725708X325977>
- Salpetrier, M. (2021). *SPONSORED CONTENT ON A content analysis exploration*.
- STH, T. P., & Palupi, P. (2022). Tiktok and Online Selective Self-Presentation. *Proceedings of the International Conference on Community Empowerment and Engagement (ICCEE 2021)*, 661(Iccee 2021), 33–42. <https://doi.org/10.2991/assehr.k.220501.005>
- Taslaud, G. (2025). *The Real Statistics Behind Influencer Marketing in Indonesia (2025 Analysis)*. Wwww.Insg.Co. <https://www.insg.co/influencer-marketing-indonesia/>
- Thorne, S. (2016). *Interpretive description: Qualitative research for applied practice* (2nd ed.). Routledge.
- Treem, J. W., & Leonardi, P. M. (2013). Social media use in organizations: Exploring the affordances of visibility, editability, persistence, and association. *Annals of the International Communication Association*, 36(1), 143–189. <https://doi.org/10.1080/23808985.2013.11679130>
- Utami, P. (2014). *Strategi Komunikasi Pemasaran Melalui Endorsement Pada Online Shop Di Indonesia*. 1–123.
- Williams, J. (2025). *Micro-influencer marketing: What it is and how to do it right*. Wwww.Sproutsocial.Com. <https://sproutsocial.com/insights/microinfluencer->

marketing/